

EarthCam and Rubicon partner to improve C&D waste management

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[EarthCam](#), an Upper Saddle River, New Jersey-based provider of construction camera systems, recently announced that it is partnering with Atlanta-based [Rubicon Global](#) to provide a new integrated technology solution to improve sustainability practices in the construction industry.

Through the partnership, EarthCam's technology will facilitate the capture of waste container contents, locations, positioning and removal operations at regular intervals. This information will then be integrated with actionable visual data, including weather and other site telemetry, with Rubicon's SaaS platform. Rubicon presently manages the operations of tens of thousands of job site dumpsters nationwide and coordinates their operations via its RUBICONConnect online platform.

"EarthCam is committed to the construction industry and engages in green practices as part of our corporate philosophy," Brian Cury, founder and CEO of EarthCam, says. "Knowing what we do about Rubicon's advanced technology and commitment to end waste in the industry, we believe we have found the perfect partner, and together we can make a real difference."

Construction and demolition waste takes up a significant portion of landfill space, and according to industry research, its volume will double to nearly 2.2 billion tons by 2025.

According to the companies, the partnership will bolster on-site management and removal logistics to improve processes and promote worker safety by reducing needed physical integration with waste operations through better and more efficient tracking of waste containers.

According to the companies, the partnership will also:

- Help reduce construction debris in landfills;
- Reduce the carbon footprint produced by hauler vehicles;
- Further support worker safety and compliance with environmental regulations;
- Help monitoring compliance with LEED construction waste management plans.

"Rubicon is a leader in environmental innovation in the waste and recycling industry, and we pride ourselves on using our technology for social good," Marc Spiegel, co-founder of Rubicon, says. "We are extremely excited to partner with EarthCam as both companies are leaders in their respective fields. We are both willing to think outside the box to bring innovative solutions to the market to help the industry and the environment."

